

## AMENDMENTS TO THE CLAIMS

1. **(Currently Amended)** A delivery system comprising:
  - a delivery apparatus which delivers a program,
  - a receiving apparatus which receives the program, and
  - ~~a communication apparatus which communicates a plurality of communication apparatus~~  
each communicating with said receiving apparatus via a communication network,said receiving apparatus ~~including~~includes:
  - a tag unit operable to mark a specific portion of the received program or an object that appears in the program;
  - ~~a first transmission unit operable to transmit, to said delivery apparatus, tag-history information indicating a history concerning the marking by said tag unit; and~~
  - a second transmission unit operable to transmit tag information concerning the marked object to at least one of said plurality of communication apparatuses; apparatus; and
  - a first transmission unit operable to transmit, to said delivery apparatus, transmission history information indicating a history concerning the transmission of the tag information to the at least one of said plurality of communication apparatuses by said second transmission unit, andsaid delivery apparatus ~~including~~includes:
  - ~~a first receiving unit operable to receive the tag history information transmitted from said receiving apparatus; and~~
  - ~~an analysis unit operable to perform an analysis for the program based on the tag-history information received by said first receiving unit;~~
  - a first receiving unit operable to receive the transmission history information transmitted from said first transmission unit of said receiving apparatus; and
  - an analysis unit operable to count, based on the transmission history information, frequency of the transmission of the tag information for each program or object and specify a program or object with a high marking frequency.

wherein said first transmission unit is further operable to transmit, to said delivery apparatus, transmission history information indicating a history concerning the transmission of tag information to said communication apparatus by said second transmission unit, said first receiving unit is further operable to receive the transmission history information transmitted from said receiving apparatus, said analysis unit is operable to count frequency of the transmission of the tag information for each program or object and specify a program or object with a high marking frequency, and said receiving apparatus and said plurality of communication apparatuses are used by a user when viewing the program delivered by said delivery apparatus.

2-4. (Canceled)

5. (Currently Amended) The delivery system according to Claim 1, further comprising a distributor apparatus which distributes ~~online~~ the object that appears in the program, said distributor apparatus being connected to said plurality of communication apparatuses via the communication network,

wherein ~~each of~~ said plurality of communication apparatus includes:

a receiving unit operable to receive the tag information transmitted from said receiving ~~apparatus, apparatus, and~~

a purchase unit operable to purchase the object by communicating with said distributor apparatus, according to information concerning the object included in the tag information received by said receiving unit; and unit

a transmission unit operable to transmit purchase information concerning the purchase of the object to said delivery apparatus,

said delivery apparatus further includes

a second receiving unit operable to receive the purchase information transmitted from said distributor apparatus, and

said analysis unit is operable to i) judge whether or not the object has been purchased based on the tag information transmitted from said receiving apparatus, by collating the purchase information received by said second receiving unit with the transmission history information received by said first receiving unit, and ii) in the case where the object has been purchased based on the tag information, specify a program or object with high introduction effect by counting the frequency for each program or object.

6. **(Canceled)**

7. **(Currently Amended)** The delivery system according to Claim-6 1,  
wherein the transmission history information includes information for specifying a destination of the tag information and the object,

the purchase information includes information for specifying said-at least one of said plurality of communication apparatuses ~~communication apparatus~~ and the object, and

said analysis unit is operable to judge that the object is purchased based on the tag information in the case where the destination and the object that are indicated in the transmission history information match respectively to ~~said-the at least one of said plurality of communication apparatus~~ apparatuses and the object that are indicated in the purchase information.

8. **(Original)** The delivery system according to Claim 1,  
wherein said delivery apparatus further includes  
a program creation unit operable to create a program using a result of the analysis obtained by said analysis unit as a material, and deliver the created program.

9. **(Original)** The delivery system according to Claim 8,  
wherein said program creation unit is operable to create the program by linking a previously produced program template and the result of the analysis.

10. **(Currently Amended)** The delivery system according to Claim 1,  
wherein said second transmission unit, according to a receiving function of ~~said at least one of said plurality of~~ communication-apparatus apparatuses, is operable to select only a portion of the tag information, and transmit the selected information to ~~said the at least one of said plurality of~~ communication-apparatus apparatuses.

11. **(Currently Amended)** The delivery system according to Claim 10,  
wherein said second transmission unit is operable to convert a format of data, from one of a moving picture, a still picture, voice and text to another one of the formats, in accordance to the receiving function of ~~said the at least one said plurality of~~ communication-apparatus apparatuses, the data being included in the tag information.

12. **(Currently Amended)** The delivery system according to Claim 5,  
wherein ~~said each of said plurality of~~ communication apparatus apparatuses further includes:  
a selection unit operable to select only a portion of the tag information received by said receiving unit, according to functions concerning a display output and voice reproduction of ~~said at least one of said plurality of~~ communication-apparatus apparatuses; and  
a presentation unit operable to output the selected tag information for display or reproduce the selected tag information in voice.

13. **(Currently Amended)** The delivery system according to Claim 12,  
wherein said selection unit is further operable to convert a format of data, from one of a moving picture, a still picture, voice and text to another one of the formats, in accordance to the functions concerning the display output or voice reproduction of ~~said the at least one of said plurality of~~ communication-apparatus apparatuses, the data being included in the tag information received by said receiving unit.

14. **(Currently Amended)** A delivery apparatus, in a delivery system, which delivers a program, the system comprising said delivery apparatus and a receiving apparatus which receives the program, and ~~a communication apparatus~~ a plurality of communication apparatuses each communicating which communicates with said receiving apparatus via a communication network,

wherein said receiving apparatus ~~includes~~ including:

a tag unit operable to mark a specific portion of the received program or an object that appears in the program;

~~a first transmission unit operable to transmit tag history information indicating a history concerning the marking performed by said tag unit;~~

a second transmission unit operable to transmit tag information concerning the marked object to ~~said at least one of said plurality of communication apparatuses~~ communication apparatus, and

a first transmission unit operable to transmit, to said delivery apparatus, transmission history information indicating a history concerning the transmission of the tag information to the at least one of said plurality of communication apparatuses by said second transmission unit, and

said delivery apparatus ~~includes~~ including:

~~a first receiving unit operable to receive, from said receiving apparatus which receives the program, a specific portion of the program or tag history information indicating a history concerning the marking performed on the object that appears in the program; and~~

~~an analysis unit operable to perform an analysis for the program based on the tag history information received by said first receiving unit,~~

a first receiving unit operable to receive the transmission history information transmitted from said first transmission unit of said receiving apparatus; and

an analysis unit operable to count, based on the transmission history information, frequency of the transmission of the tag information for each program or object and specify a program or object with a high marking frequency,

wherein said first transmission unit is further operable to transmit, to said delivery apparatus, the transmission history information indicating a history concerning the transmission of tag information to said communication apparatus by said second transmission unit, said first receiving unit is further operable to receive the transmission history information transmitted from said receiving apparatus, said analysis unit, based on the transmission history information, is operable to count frequency of the transmission of the tag information for each program or object and specify a program or an object with high marking frequency, and said receiving apparatus and said plurality of communication apparatuses ~~communication apparatus~~ are used by a user-users when viewing the program delivered by said delivery apparatus.

15. **(Original)** The delivery apparatus according to Claim 14,

wherein said analysis unit, based on the tag history information, is operable to count frequency of the marking for each program or object, and specify a program or an object with high marking frequency.

16. **(Canceled)**

17. **(Currently Amended)** The delivery apparatus according to Claim 14,

wherein according to information concerning the object included in the tag information transmitted from said receiving apparatus, said plurality of communication apparatuses is are each operable to perform a process for purchasing the object, and transmit purchase information concerning the purchase of the object to said delivery apparatus, by communicating with a distributor apparatus that is connected to said plurality of communication apparatuses via a transmission path,

said delivery apparatus further comprises

a second receiving unit operable to receive the purchase information transmitted from at least one of said plurality of communication apparatuses apparatus, and

said analysis unit is operable to i) judge whether or not the object is purchased based on the tag information transmitted from said receiving apparatus, by collating the purchase information received by said second receiving unit with the transmission history information received by said first receiving unit, and ii) in the case where the object is purchased based on the tag information, specify a program or an object with high introduction effect by counting the frequency for each program or object.

18. **(Original)** The delivery apparatus according to Claim 14, further comprising  
a program creation unit operable to create a program using a result of an analysis obtained by said analysis unit, and deliver the created program.

19. **(Currently Amended)** An advertisement effect compilation method for analyzing an advertisement effect in a delivery system comprising a delivery apparatus which delivers a program, a receiving apparatus which receives the program, and ~~a communication apparatus~~ a plurality of communication apparatuses which communicates each communicating with said receiving apparatus via a communication network,

the method comprising steps A executed by said receiving apparatus and steps B executed by said delivery system,

said steps A including:

a tag step of marking a specific portion of the received program or an object that appears in the program;

~~a first transmission step of transmitting tag history information indicating a history concerning the marking in the tag step to said delivery apparatus; and~~

a second transmission step of transmitting tag information concerning the marked object to at least one of the plurality of communication apparatuses, and

a first transmission step of transmitting, to the delivery apparatus, transmission history information indicating a history concerning the transmission of the tag information to the at least one of the plurality of communication apparatuses by the second transmission step, and

said steps B including:

~~a first receiving step of receiving the tag history information transmitted from said receiving apparatus; and~~

~~an analysis step of collecting the tag history information received in the first receiving step and analyzing for an advertisement effect of the program;~~

a first receiving step of receiving the transmission history information transmitted from the first transmission step; and

an analysis step of counting, based on the transmission history information, frequency of the transmission of the tag information for each program or object and specify a program or object with a high marking frequency,

~~wherein, in the first transmission step, transmission history information is further transmitted to said communication apparatus, the transmission history information indicating a history concerning the transmission of the tag information in the second transmission step; in the first receiving step, the transmission history information transmitted from said receiving apparatus is further received; in the analysis step, based on the transmission history information, a program or object with a high marking frequency is specified by counting a frequency of transmission of the tag information for each program or object; and the receiving apparatus and the plurality of communication apparatuses are used by a user/users when viewing the program delivered by said delivery apparatus.~~

20. **(Original)** The advertisement effect compilation method according to Claim 19,

wherein in the analysis step, a program or an object with high marking frequency is specified by counting frequency of the marking for each program or object.

21. **(Canceled)**

22. **(Currently Amended)** The advertisement effect compilation method according to Claim 19,



wherein said delivery system further comprises  
a distributor apparatus connected to said ~~communication apparatus plurality of~~  
communication apparatuses via the communication network, and operable to distribute the object  
that appears in the program,

said advertisement effect compilation method further comprising steps C executed by said  
each of said plurality of communication apparatuses~~communication apparatus~~, said steps C  
including:

a receiving step of receiving the tag information transmitted from said receiving  
apparatus;

a purchase step of performing a process for purchasing the object by communicating with  
said distributor apparatus, in accordance to information concerning the object included in the tag  
information received in the receiving step; and

a transmission step of transmitting purchase information concerning a purchase of the  
object to said delivery apparatus, and

said steps B executed by the delivery apparatus includes

a second receiving step of receiving the purchase information transmitted from ~~said at~~  
least one of said plurality of communication apparatuses, and

in the analysis step, it is i) judged whether or not the object has been purchased based on  
the tag information transmitted from said receiving apparatus by collating the purchase  
information received in the second receiving step with the transmission history information  
received in the first receiving step, and ii) in the case where the object has been purchased based  
on the tag information, a program or an object with high introduction effect is specified by  
counting the frequency for each program or object.

23. **(Currently Amended)** The advertisement effect compilation method according to Claim  
22,

wherein the transmission history information includes information which specifies a  
destination of the tag information and the object,

in the analysis step, in the case where the destination and object indicated in the transmission history information match with ~~said the~~ at least one of said plurality of communication ~~apparatus~~ apparatuses and object indicated in the purchase information, it is judged that the object has been purchased based on the tag information.

24. **(New)** The delivery system according to Claim 1,

wherein each of said plurality of communication apparatuses includes:

a tag unit operable to mark a specific portion of the received program or an object that appears in the program;

a second transmission unit operable to transmit tag information concerning the marked object to at least one of said plurality of communication apparatuses; and

a first transmission unit operable to transmit, to said delivery apparatus, transmission history information indicating a history concerning the transmission of the tag information to the at least one of said plurality of communication apparatuses by said second transmission unit.